

REMARKS/ARGUMENTS

Favorable reconsideration of this application, in light of the present amendments and following discussion, is respectfully requested.

Claim 6 is pending. Claims 1-5 and 7 are canceled. Claim 6 is amended. Support for the amendment to Claim 6 can be found in the original claims inasmuch as Claim 6 is placed in independent form. No new matter is added.

In the outstanding Office Action, Claims 1 and 3-6 were rejected under 35 U.S.C. § 103(a) as obvious over Shigeta (Japanese Patent Pub. 07-232770) in view of Gillani (U.S. Patent No. 6,948,616).

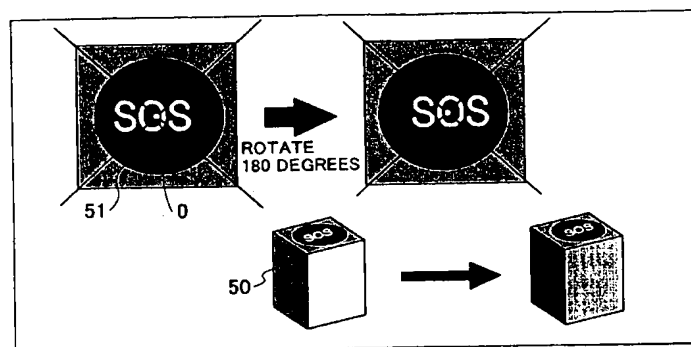
Regarding the rejection of Claim 6 as obvious over Shigeta in view of Gillani, that rejection is respectfully traversed by the present response.

The outstanding Office Action relies on Gillani for the feature of first and second images, one of which has a **point symmetry shape**.¹

Applicants respectfully note that the term "point symmetry" is explained in the specification on page 17, line 2 - page 19, line 11. The explanation refers to Figs. 8, 9A, 9B, 10A and 10B.

For example, the term "point symmetry" is described in relation to the "SOS" pattern in Fig. 8.

FIG.8



¹ Outstanding Office Action, page 3.

As shown in Fig. 8 above, the "SOS" is slightly displaced relative to the center point (0). Thus, as shown in Figs. 9A and 9B, when the figure is rotated by 180°, the "O" in "SOS" is slightly shifted relative to the center point (0), i.e., the intersection point.

In contrast, the face of the package in Gillani includes the image ("LOGO").

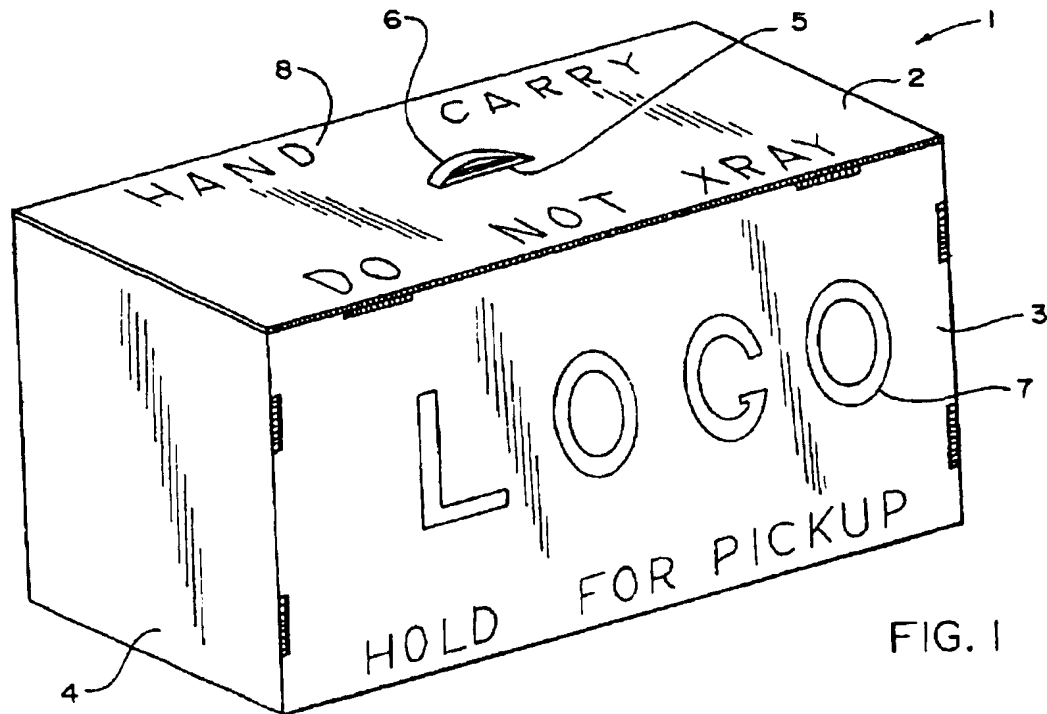


FIG. 1

The outstanding Office Action refers to "LOGO" (7) as having a **point symmetry shape** in which a center of an image is displaced from a center point of the package.² However, Gillani is silent regarding whether the "LOGO" is displaced from a center point or whether the LOGO has a **point symmetry shape**. Rather, the term "LOGO" does not have a point symmetry shape. Nor does the center of "LOGO" appear to be displaced from a center point such that a three-dimensional image is observable when two of the merchandise packages are juxtaposed in a manner such that one of two merchandise packages is rotated by 180°. Accordingly, Applicants respectfully submit that no reasonable combination of Shigeta and Gillani would include all of the features recited in amended independent Claim 6.

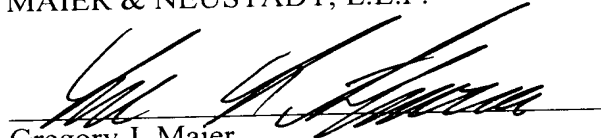
² Outstanding Office Action, page 3.

For the foregoing reasons, it is respectfully submitted that this application is now in condition for allowance. A Notice of Allowance for Claim 6 is earnestly solicited.

Should the Examiner deem that any further action is necessary to place this application in even better for allowance, the Examiner is encouraged to contact Applicants' undersigned representative at the below-listed telephone number.

Respectfully submitted,

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A handwritten signature in black ink, appearing to read 'Gregory J. Maier', is written over a horizontal line.

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